



WPTV

ORDER

Print Date 09/18/12

Page 1 of 3

Flight Dates 09/19/12-09/23/12

Contract / Revision 311418 / Frankel for Congress

Original Date / Revision 09/18/12 09/18/12 Agency Com 15%

Advertiser Frankel / Democrat / Congre Billing Contact

Agency Media Strategies and Resea 1580 Lincoln Street
Suite 510
Denver, CO 80203

Buying Contact Sales Office WPTVN

1580 Lincoln Street
Suite 510
Denver, CO 80203Primary Account Executive
Cheryl Beers

Account Executive	Order%	Start Date	End Date
Cheryl Beers	100%		

Order Sep 00:20:00

Estimate # 12065

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Order Share 100% Market Value 25050

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	30	\$21,292.50	\$25,050.00	0.00	08/27/12	09/23/12	30	\$21,292.50	\$25,050.00
Totals	30	\$21,292.50	\$25,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	09/19/12	09/23/12	M-F 5-6a M-F 5-6a	CM	5-6a	--WTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$250.00		0.00			
N 2	WPTV	09/19/12	09/23/12	M-F 6-7a M-F 6-7a	CM	6-7a	--WTF--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$1,200.00		0.00			
N 3	WPTV	09/22/12	09/22/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00



WPTV

Print Date: 09/18/12

Page 2 of 3

Contract / Revision **311418** Flight Dates **09/19/12-09/23/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Frankel / Democrat / Congr** Product **Frankel for Congress**

Estimate # **12065**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	09/22/12	09/22/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$250.00		0.00			
N 4	WPTV	09/22/12	09/22/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$450.00		0.00			
N 5	WPTV	09/23/12	09/23/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$275.00		0.00			
N 6	WPTV	09/21/12	09/21/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	----F--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$125.00		0.00			
N 7	WPTV	09/19/12	09/21/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	--WTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$100.00		0.00			
N 8	WPTV	09/19/12	09/21/12	M-F 4p-5p ELLEN	CM	4-5p	--W-F--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W-F--					2	\$275.00		0.00			
N 9	WPTV	09/20/12	09/20/12	M-F 5-530p M-F 5-530p	CM	5-530p	---T---	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$1,600.00		0.00			
N 10	WPTV	09/19/12	09/21/12	M-F 530-6p M-F 530-6p	CM	530-6p	--W-F--	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W-F--					2	\$1,600.00		0.00			
N 11	WPTV	09/19/12	09/21/12	M-F 6-630p M-F 6-630p	CM	6-630p	--WTF--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$1,800.00		0.00			
N 12	WPTV	09/20/12	09/20/12	Thursday Prime C ROCK CENTER	CM	10-11p	---T---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$500.00		0.00			
N 13	WPTV	09/19/12	09/21/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	--WTF--	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$1,400.00		0.00			
N 14	WPTV	09/22/12	09/22/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,400.00		0.00			
N 15	WPTV	09/23/12	09/23/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WPTV

Print Date: 09/18/12

Page 3 of 3

Contract / Revision **311418** Flight Dates **09/19/12-09/23/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Frankel / Democrat / Congr** Product **Frankel for Congress**

Estimate # **12065**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	09/23/12	09/23/12	Su 1130p-1205a after NEM 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$725.00		0.00			
N 16	WPTV	09/19/12	09/21/12	M-F 1135p-1235a TONIGHT SHOW	CM	1135p-1235a	--WTF--	:30	3	\$575.00	FX	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$575.00		0.00			
Totals														30	\$25,050.00